



Physical Activity Resources

Fifty Great Ideas from Previous 'Walk Your Child to School' Events

1. Have someone from the school staff walk from home, invite local media.
2. Use the Walkability Checklist along with the walk.
3. Take disposable cameras along and document possible pedestrian hazards.
4. Carry signs that display pedestrian safety messages.
5. Invite the mayor or city councilmen to participate.
6. Hold breakfast before or after the walk.
7. Incorporate a walking theme into your physical education classes.
8. Give kids prizes or incentives to walk – like stickers, bookmarks, shoelaces, etc.
9. Hold a walking contest.
10. Throw a party for the class with the most walkers.
11. Invite parents and grandparents to walk with kids.
12. Solicit local sponsors to donate items or services.
13. Invite McGruff, the crime dog, to participate.
14. Invite your local police and fire departments to participate.
15. Write songs about walking or pedestrian safety.
16. Invite the school mascot or wear your school colors while walking.
17. Make a list of problems spotted during the walk.
18. Carry colorful balloons during the walk.
19. Hold a puppet show before or after the walk.
20. Invite a DJ to play walking songs.
21. Hold a walk during lunchtime.
22. Hold a "Walk Home from School" event.
23. Ask PTA members to volunteer during the walk.
24. Ask the mayor to sign an official proclamation.
25. Distribute flyers throughout the school to promote the event.
26. Invite local media to cover the event or ask your local newspaper to write a story about the event.



27. Meet in a centralized location to walk together.
28. Provide a shuttle service to take parents back to the starting location.
29. Invite local non-profit organizations to participate.
30. Have kids design promotional materials.
31. Invite local celebrities and mascots to participate.
32. Provide a question sheet for walkers to promote educational conversation along the way.
33. Have the kids make nutritious snacks after the walk.
34. Hold a pep rally before the walk.
35. Take a tour of an ambulance or fire truck in conjunction with the walk.
36. Hold an entire week of pedestrian safety and health events associated with walking.
37. Invite teachers and administrators to join the walk.
38. Have somebody videotape your event.
39. Create your own walking Web site.
40. Hold a safety-coloring contest.
41. Give the kids and parents an assignment to identify safe routes to school prior to the event.
42. Have the community leaders greet and congratulate kids as they arrive at school.
43. Do a flag salute along with the event.
44. Make and hang posters and banners promoting the event at school, along the walking routes, and throughout the community.
45. Provide parents with maps of safe routes to school.
46. Use the school's PA system to promote the event.
47. Incorporate bus safety with the event.
48. Have students help plan the event.
49. Hold a pedestrian safety assembly or "questions and answer" session for the kids along with the walk.
50. Look for more ideas on www.walktoschool-usa.org.

